



# FOR IMMEDIATE RELEASE



Rendering of Barbara Kruger,  
*Untitled (Blind Idealism Is...)*, 2016.  
Courtesy the artist and Friends of  
the High Line.

**HIGH LINE ART PRESENTS**

## **BARBARA KRUGER *UNTITLED (BLIND IDEALISM IS...)***

**A NEW UNIQUE HAND-PAINTED MURAL ON THE HIGH LINE**

**MARCH 21, 2016 – MARCH 2017  
NEXT TO THE HIGH LINE AT WEST 22<sup>ND</sup> STREET**

**New York, NY (March 16, 2016)** – Presented by Friends of the High Line, High Line Art is pleased to announce the upcoming High Line Commission by renowned artist Barbara Kruger. Titled *Untitled (Blind Idealism Is...)*, 2016, this large-scale mural will be hand-painted by a professional sign company on the wall of a building overlooking the High Line at West 22nd Street, and will be visible from the park as well as the street below. Previously, this location presented works by Kerry James Marshall (2015) and Ed Ruscha (2014). Kruger’s commission will be on view from March 21, 2016 to March 2017.

Barbara Kruger is an American artist who works with pictures and words. Kruger uses the fluency she developed as a graphic designer for publications such *Mademoiselle*, *House & Garden*, and *Aperture*, to inform her work as an artist, insistently addressing the issues of power, property, money, race, and sexuality. Over the past three decades her work has ranged from the photographic merging of image and text, to immersive video installations, to room-wrapping textual exhibitions, to large-scale outdoor displays of words and images. Two of her best-known works – *Your body is a battleground* and *I shop therefore I am* – also showcase the feminist overtones of her artworks, and her concentration on women as a lucrative site for advertising and consumerism.

For the High Line, Kruger presents *Untitled (Blind Idealism Is...)*, a new work realized as a hand-painted mural. Continuing her unabashed criticism of culture and power, the mural features the slogan “BLIND IDEALISM IS





REACTIONARY SCARY DEADLY,” an adaptation of a quote from Afro-Caribbean philosopher and revolutionary thinker Frantz Fanon, which has appeared in multiple works by the artist. The original statement by Fanon, “Blind idealism is reactionary,” suggests that political and religious convictions stem from the situations from which they grow, not from the inherent nature of individual human beings. According to Kruger, the work reflects “how we are to one another” within “the days and nights that construct us.” These texts, along with Kruger’s own writings, resonate with particular potency in today’s political climate.

Cecilia Alemani, the Donald R. Mullen, Jr. Director & Chief Curator of High Line Art says, “With its declamatory nature, Kruger’s work is always public, addressing the viewer directly with its bold and direct style. I have always admired how her work can coexist in different contexts – a gallery, a museum, a poster for feminist movements, a magazine – speaking to different constituencies at the same time. I look forward to seeing it on the High Line, where it will address a multiplicity of audiences with an open ended message that will raise questions up to the viewer to answer.”

#### **ABOUT THE ARTIST**

Barbara Kruger (b. 1945, United States) lives and works in Los Angeles and New York. Recent solo exhibitions include the Modern Art Oxford, UK (2014); Kunsthau Bregenz, Austria (2013); Hirshhorn Museum and Sculpture Garden, Washington, D.C. (2012); and Schirn Kunsthalle, Frankfurt (2010). Notable group exhibitions include *MashUp: The Birth of Modern Culture*, Vancouver Art Gallery (2016); *Fire and Forget: On Violence*, KW Institute of Contemporary Art, Berlin (2015); *Pop Departures*, Seattle Art Museum, Washington (2014); *Take It or Leave It: Institution, Image, Ideology*, Hammer Museum, Los Angeles (2014); *Not Yet Titled*, Museum Ludwig Köln, Germany (2013); and *Homebodies*, Museum of Contemporary Art Chicago (2013). Her work has been featured in numerous major international exhibitions including the 19th Biennale of Sydney (2014, 1988); the Singapore Biennale (2006); the Venice Biennale (2005, 1982); and the Whitney Biennial, Whitney Museum of American Art, New York (1987, 1985, 1983).

#### **ABOUT HIGH LINE ART**

Presented by Friends of the High Line, High Line Art commissions and produces public art projects on and around the High Line. Founded in 2009, High Line Art presents a wide array of artwork including site-specific commissions, exhibitions, performances, video programs, and a series of billboard interventions. Curated by Cecilia Alemani, the Donald R. Mullen, Jr. Director & Chief Curator of High Line Art, and produced by Friends of the High Line, High Line Art invites artists to think of creative ways to engage with the uniqueness of the architecture, history, and design of the High Line and to foster a productive dialogue with the surrounding neighborhood and urban landscape.

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For further information on High Line Art, please visit [art.thehighline.org](http://art.thehighline.org).

#### **ABOUT FRIENDS OF THE HIGH LINE**

Friends of the High Line raises 98% of the High Line’s annual budget. Owned by the City of New York, the High Line is a public park maintained, operated, and programmed by Friends of the High Line, in partnership with the New York City Department of Parks & Recreation.

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